

Subject: Weekly Brief for Wednesday, August 2nd, 2017
From: LADOT Communications Office <dot_public_info@lacity.org>
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Metro Bike Sharing Comes to the Port of Los Angeles - Free Monthly Pass

LADOT in partnership with Metro is excited to announce that Metro Bikes has now launched in the Port of Los Angeles. There are now 13 docking stations and 120 bikes in the Port to be used at your leisure. As a promotion for the launch use the code RIDEPORTOFLA2017 to get a free monthly pass! [Click here](#) to see where Metro Bikes are located.

Pedestrian Improvements: Hollywood Streetscape Breaks Ground

LADOT, in collaboration with BOE, BSL, and BSS broke ground on Thursday, July 27th for the Hollywood / Western Pedestrian Improvement Project. The purpose of this Active Transportation Program-funded project is to increase transit, pedestrian, and bicycle use along the corridor, enhance the safety and mobility of non-motorized users, create a walkable pedestrian friendly streetscape, and establish a stronger connection between Hollywood and East Hollywood. This project contains pedestrian improvements and amenities along Hollywood Boulevard from Gower Street to Western Avenue, and along Western Avenue from Hollywood Boulevard to Carlton Way. CD 13 Councilmember Mitch O'Farrell is joined by LADOT's Senior Transportation Engineer, Carlos Rios and sister department representatives for the Hollywood Western Streetscape Ground Breaking last week.

Vision Zero Spotlight: Public Service Ad Campaign

Vision Zero LA is proud to partner with the Los Angeles Rams and their all-star punter Johnny Hekker on a new Public Service ad! The ad features Johnny and Mayor Eric Garcetti promoting safe speeds and avoiding collisions. The ad will be unveiled around Labor Day weekend and featured during Rams games every time Johnny punts inside the 20-yard line.

Streets, Art, SAFE Film Competition Winners Announced

"Streets, Art, SAFE" pairs teams of high school students from multiple schools across the

Southland with veteran Hollywood filmmakers to produce traffic safety PSAs to educate others on the responsible and safe use of the roads. Watch the winners' videos on YouTube by clicking the banners below! SAFE is part of the Vision Zero alliance.

LADOT Video: Pilot "Smart Boot" Program

[Watch highlights](#) of the Paylock boot launch last week, where multiple media outlets attended.

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